

Telecommunications Education and Assistance in Multiple-languages

Annual Report

February 16, 2009 – August 31, 2010

Self-Help for the Elderly 407 Sansome Street San Francisco, CA 94111



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Telecommunications Education and Assistance in Multiple-Languages (TEAM) Sponsored by the California Public Utilities Commission

BACKGROUND

In February 2008, the California Public Utilities Commission (CPUC) issued a request for Proposals to operate the Telecommunications Education and Assistance in Multiple-languages (TEAM) program. A new program, TEAM was developed to address issues identified in the CPUC's limited English proficiency decision (D.07.07.043) which emerged from the CPUC's Telecommunications Consumer Protection Initiative (CPI).

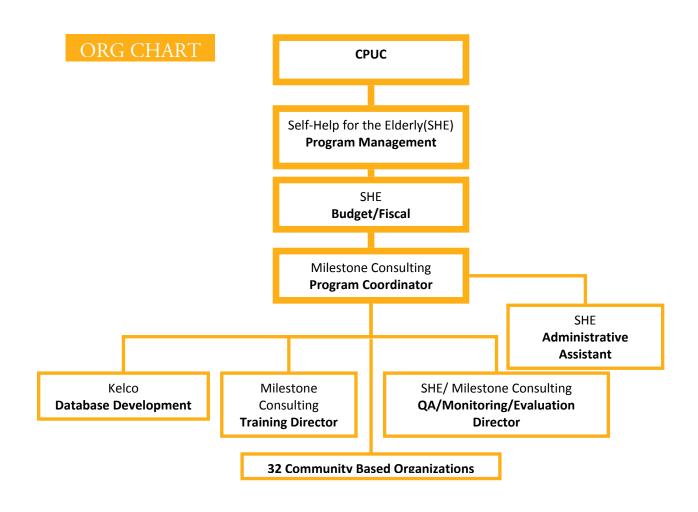
Self-Help for the Elderly, as lead organization for a statewide coalition of Community Based Organizations (CBOs) representing a diverse group of populations, was awarded a contract to provide services. The contract began on June 16, 2008 and the first period of the contract concluded on February 15, 2009.

This report covers the second period of the contract, from February 16, 2009 – August 31, 2010. The TEAM Collaborative informed potentially 8 million consumers about the availability of services through outreach activities, provided education to more than 74,000 consumers, and assisted them with resolving more than 4,000 complaints. Activities are further described in this report.

ABOUT TEAM

Self-Help for the Elderly is the lead agency in the TEAM collaborative, which consists of 32 CBOS throughout California, serving consumers in more than 29 languages.





List of Organizations

The following Community Based Organizations provided TEAM services during the program period:

Organization	Location	Languages
Asian-American Resource Center	San Bernardino	Vietnamese, Cambodian, Hmong, Spanish
Asian Community Center	Sacramento	Japanese, Chinese, Vietnamese, Hmong
Campaign for Social Justice	Greater Los Angeles	Arabic, Armenian, Russian, Farsi, Dari, Pashto, Spanish, Urdu, Persian, Vietnamese
Central California Legal Service, Inc.	Fresno	Spanish, Hmong, Cambodian
Center for Social Advocacy	San Diego	Spanish
Centro La Familia Advocacy Services, Inc.	Fresno	Spanish
Centro Legal de la Raza	Oakland	Spanish
Chinatown Service Center	Los Angeles	Spanish, Cantonese, Mandarin
Chinese Newcomers Service Center	San Francisco	Cantonese, Mandarin
Eastern European Service Agency	San Jose	Bosnian, Albanian, Serbian, Croatian, Macedonian, Russian, Polish
El Concilio of San Mateo County	Burlingame	Spanish
El Concilio of Ventura	Ventura	Spanish
Fresno Center for New Americans	Fresno	Hmong, Lao, Khmer
International Institute of Los Angeles	Los Angeles	Spanish and Chinese
Khmer Society of Fresno	Fresno	Cambodian and Lao
Korean American Community Services*	San Jose	Korean
Koreatown Youth and Community Center	Los Angeles	Korean, Spanish

Lao Khmu Association	Stockton	Lao, Khmer, Hmong, Vietnamese, Cambodian, Spanish, Chinese, and Tagalog
Lighthouse Learning Resource Center*	Grand Terrace	Spanish
Madera Coalition	Madera	Spanish
People's CORE	Los Angeles	Tagalog, Ilocano and Cebuano
Portuguese Community Center	San Jose	Portuguese
Search to Involve Pilipino Americans	Los Angeles	Tagalog, Ilocano and Cebuano
South Asian Network	Artesia	Hindi, Bangala, Nepali, Urdu, Punjabi
Southeast Asian Community Center	San Francisco	Vietnamese, Chinese
Self Help for the Elderly	San Francisco	Cantonese, Mandarin, Toihanese, Taiwanese
SHE M.T. Liang	San Jose	Cantonese, Mandarin
Suscol Intertribal Council	Napa	Native American, English
Union of Pan Asian Communities	San Diego	Vietnamese, Tagalog & Spanish
Vietnamese Community of Orange County, Inc.	Santa Ana	Vietnamese
Watsonville Law Center	Watsonville	Spanish
Yu-Ai-Kai *	San Jose	Japanese, Spanish

TEAM Program Components

The TEAM program provides services to limited English proficient consumers by focusing on three (3) service components – Program Outreach, Consumer Education, and Complaint Resolution.

Outreach includes publicizing the program by posting posters, through the media, attending community events, and providing education workshops at schools and other community organizations.

Legislative visits were added as an additional outreach activity this program period. TEAM CBOs meet with elected officials and other community leaders in their geographic areas to inform them of TEAM program services and to invite them to refer constituents in need of assistance.

Education includes small group workshops, individual sessions and participating in question and answer sessions through the media.

Complaint resolution includes assisting consumers with resolving disputes that they may have about their bills or telecommunications services.

Each component serves a unique purpose, while also building upon and supporting other components. For example, many consumers, particularly recent immigrants, are not aware that they are able to dispute charges on their bills. When they participate in consumer education workshops they learn about various ways in which they can protect themselves and are better able to identify issues in their bills. This may lead them to seek assistance through complaint resolution services.

Administrative Activities

Administrative activities focused on increasing CBO capacity to identify and resolve consumer complaints, further modifications and upgrades to the complaint resolution database, and the implementation of additional outreach activities. CBO support activities include:

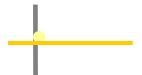
- Group training meetings
- One-to-one CBO training and technical assistance
- Regular biweekly telephone consultations with each CBO
- Regular emailed announcements on emerging telecom issues
- Regular emailed "TEAM Tips of the Day" to provide operational guidance to CBOs
- Provision of outreach incentive products for distribution to the public



TEAM CBOs share tips at a group training session.

Highlights

- TEAM CBOs provided mutual support by planning and working together on various regional events.
- TEAM funded a study on telecommunications needs in remote rural Native American communities. The CPUC has already implemented some of its recommendations and is considering what if any assistance it can provide to address the others. The report is available on the CPUC website in the Public Advisor section – www.cpuc.ca.gov
- Participated in a CPUC-FCC forum on broadband issues aimed at Asian American businesses and community organizations
- Participated in the California LifeLine Workgroup to discuss eligibility requirements and other issues that the CBO clients have experienced.

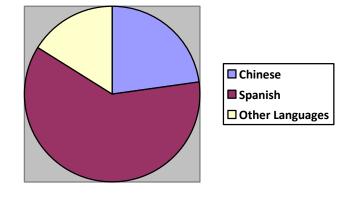


OUTREACH

TEAM CBOs conducted outreach by attending various community events, placing announcements or providing interviews to local ethnic media organizations, and through the placement of TEAM posters at CBO offices.

Through all outreach components, CBOs potentially reached nearly 8 million telecommunications consumers in 17 different languages:

Outreach by Language	
Language	Clients
Armenian	70,300
Bangala	16,500
Bosnian	40,120
Chinese	1,813,361
English	733,250
Hindi	400
Hmong	81,750
Japanese	80,500
Korean	42,550
Laotian	2,550
Nepali	10,400
Portuguese	1,591
Punjabi	200
Spanish	4,864,785
Tagalog	28,100
Urdu	200
Vietnamese	171,717
TOTAL	7,958,274



Outreach activities reflect concentration on predominant languages in California

Outreach Posters

Posters were designed and printed by the CPUC and contain space for CBOs to enter contact information in the primary languages of the populations they serve. At least 26 posters were displayed reaching a minimum of 2,600 people. This number is based on a minimum of 100 individuals viewing each poster. CBOs submit sign-in sheets from the location at which the poster is placed.

In addition to posters placed in CBO offices, posters have been placed in locations at which limited English proficient consumers may view them, such as libraries, check cashing outlets, and welfare offices. Statistics do not include the numbers of consumers who may view posters at those sites.

Community Events/Fairs

Through participation in community events, TEAM CBOs provided program information and educational brochures to over 165,000 individuals in eighteen (18) languages.

Community Event Outreach	
Language	Clients
Armenian	300
Bangala	5,500
Bosnian	60
Cambodian	6,000
Chinese	15,010
English	5,750
Hindi	600
Hmong	30,750
Japanese	10,500
Korean	2,550
Laotian	2,550
Nepali	10,400
Portuguese	591
Punjabi	200
Tagalog	28,100
Spanish	36,285
Urdu	200
Vietnamese	9,717
TOTAL	165,063

Media Outreach

Media outreach is conducted by CBOs through local ethnic newspaper, radio and television outlets, and may include program announcements, calendar placements, and interviews about the general program services or issues of importance to limited English proficient telecommunications consumers. Reported reach is based upon the circulation, listenership, or viewership numbers reported by the media outlets.

Television

Television interviews potentially reached over 5 million viewers and were conducted on the following stations/programs and in the following languages:

- Arriba Valley Central Univision
- TV3- San Bernardino
- Univision Encuentro en la Bahla
- KTSF Channel 26 Vietnamese Journal
- Colton Community Television
- Armenian American Broadcasting Channel
- Sebastian Televison, Kerman
- NBC Local Communidad del Valle
- KTSF Bay Area
- Central Cal Community Television

Television Outreach		
Language	# Reached	
Armenian	40,000	
Chinese	300,000	
English	40,000	
Spanish	4,682,000	
Vietnamese	40,000	
TOTAL	5,102,000	

Radio

Radio interviews and announcements potentially reached over 1 million listeners and were conducted on the following stations/programs and in the following languages:

- Radio Bilingue
- Thuong Mai
- KXA Radio
- Little Saigon Radio
- Radio Sun
- 90.9 FM -KHDC
- KBIF 900 AM
- Radio am 1430, Heavenly Rainbow
- KFCF Radio 88.1
- 1400 AM
- Hmong Sacramento Radio
- Armenian American Broadcasting Network
- Heavenly Radio
- Little Saigon KSQR 96 FM
- KFSO La Preciosa
- KIGS Radio, Vos de Acores
- KBIF 900 AM

Radio Outreach	
Language	# Reached
Armenian	30,000
Bosnian	20,000
Cambodian	7,000
Chinese	900,000
Hmong	38,000
Portuguese	1,000
Spanish	105,000
Vietnamese	100,000
TOTAL	1,201,000

Newspaper

Articles and announcements in local, ethnic, in-language newspapers potentially reached over 1,400,000 readers. Articles were placed in the following publications and languages:

- Vietnamerica
- Asian Journal
- The Hobibei Mainichi News
- World Journal
- Sing Tao Daily
- Napa Register
- The China Press
- Balita
- The Voice
- Song Moi
- Korea Times
- The Stockton Record
- India West Sing Tao Daily
- Korea Times
- Thikana
- El Sol Oaxagueno

Newspaper Outreach		
Language	# Reached *	
Bangala	11,000	
Chinese	602,551	
English	688,000	
Japanese	70,000	
Korean	40,000	
Spanish	25,000	
Vietnamese	22,000	
TOTAL	1,458,851	

Legislative Visits

Legislative Visits were added for the first time this program period. TEAM CBOs visited elected officials and community leaders to provide program information and open channels for referrals.



TEAM program information was provided to the following public officials/offices:

County Supervisors

- Jimmie Yee, Sacramento County
- Gloria Molina, Los Angeles County
- Carmen Chu, San Francisco County
- Mike Antonovich, Los Angeles County
- Jacobs Gibson, San Mateo County
- Mark Ridley-Thomas, Los Angeles County
- Carlos Villapudua, San Joaquin County
- Eric Mar, San Francisco County
- Josie Gonzalez, San Bernardino County
- Phil Larson, Fresno County
- Henry Perea, Fresno County
- David Chiu, San Francisco County
- Susan Anderson, Fresno County

Mayors and City Council members

- Ruben Abrica, Mayor, East Palo Alto
- Antonio Villaraigosa, Mayor, City of Los Angeles

- Peter Constant, San Jose City Council
- Hayward Robinson, Mayor, Menlo Park
- Pete "Primo" McHugh, Vice Mayor, Milpitas
- Kansen Chu, San Jose City Council
- Jose Huizar, Los Angeles City Council, 14th District
- Sam Licardo, San Jose City Council, 3rd District
- Robbie Walters, Sacramento City Council, 7th District
- Megan Revolinsky, San Jose City Council
- Blong Xiong, Fresno City Council
- Todd Glorie, San Diego City Council
- Alicia Aguirre, City Council, Redwood City
- Pierluigi Oliverio, City Council, San Jose
- Gavin Newson, Mayor, San Francisco
- Jan Perry, City Council, Los Angeles
- Susan Eggman, Stockton City Council
- Eric Garcetti, Los Angeles City Council
- Val Lerch, Vice Mayor, Long Beach
- Cynthia Sterling, Fresno City Council
- Jorge Rojas, Madera City Council

State Assembly members

- Wilmer Carter, 62nd District
- Juan Arambula, 31st District
- Mike Eng, 49th District
- Warrren Furitani, 55th District
- Noreen Evans, 7th District
- Van Tran, 68th District
- Jose Solorio, 69th District
- Ira Ruskin, 21st District
- Fiona Ma, 12th District
- Lori Saldana, 76th District
- William Manning 27th District
- Jim Silva, 67th District
- Norma Torres, 61st District
- Karen Bass, Assembly Speaker, 47th District
- Ted Lieu, 53rd District
- Paul Fong, 22nd District
- Kevin De Leon, 45th District
- Jim Beal, 24th District

State Senators

- Gloria Negrete McLeod, 32nd District
- Jeff Denham, 12th District
- Senate Majority Leader Dean Florez, 16th District
- Mark Leno, 3rd District
- Patricia Wiggins, 2nd District
- Mike Thompson, 1st District
- Gil Cedillo, 22nd District
- Christine Kehoe, 39th District
- Dave Gogdill, 14th District
- Lois Wolk, 5th District
- Lou Correa, 34th District
- Alan Lowenthal, 27th District

Congressional Representatives

- Doris Matsui, 5th District
- Dennis Cordoza, 18th District
- Loretta Sanchez, 47th District
- Xavier Becerra, 31st District
- Linda Sanchez, 39th District
- Sam Farr, 17th District

<u>Others</u>

- Andrew Tayag Medina, Calif. Pacific Islander Legislative Caucus
- Le The Dzung, President, Vietnamese Federation of San Diego
- Reverend Terrence Chan, Bethel Grace Lutheran
- Edwin Lee, San Francisco City Administrator
- Leonard Masten, Jr., Tribal Chair, Hoopa Reservation
- Bob Lee, Santa Cruz District Attorney
- Carol Overton, Judge, Santa Clara
- Los Angeles Mayor's Office of Immigrant Affairs
- Hasan Uddin Hashemi, Chair, Islamic Center
- Mary Long, Madera County Community Services Manager

CONSUMER EDUCATION

Consumer education consists of educational workshops to small groups and one-to-one education with individuals. Educational topics are based on the CPUC's educational brochures and are conducted in the primary languages of the consumers.

Consumer Education by Topic	
Slamming and Cramming	12,821
California LifeLine	20,297
Do Not Call List	7,771
Late Fees, Disconnection, Deposits	3,665
Take Charge of Your Phone Service	6,615
Tips for Buying Cell Phone Service	4,299
Understanding Your Phone Bill	16,323
Who to Complaint to	522
VOIP	145
TOTAL	72,458

Consumer Education by Language	
Armenian	1,554
Bangala	325
Bosnian	114
Cambodian	1,097
Chinese (Cantonese and Mandarin)	7,528
Dari	6
English	6,385
Farsi	55
Gujarati	148
Hindi	456
Hmong	715
Ilokano	36
Japanese	948
Khmer	71
Korean	2,113
Laotian	453
Mein	84
Nepali	148
Pashto	5
Portuguese	1,186
Punjabi	171
Russian	23

Spanish	14,089
Tagolog	2,842
Urdu	141
Vietnamese	5,527
Visayan	1
TOTAL	46,221

COMPLAINT RESOLUTION

TEAM CBOs assist limited English proficient consumers with resolving issues related to their phone bills and/or services. Throughout the program period, CBOs successfully resolved nearly 4,000 consumer complaints. Various statistics are tracked to help TEAM identify trends in complaint issues, and populations that may be in need of additional services or education.

Examples of complaints in which TEAM was successful in resolving include:

- Completing written appeals for California LifeLine program application denials
- Assisting consumers with handling bills referred to collections
- Working with a long distance carrier and three different departments of the primary carrier, on behalf of an elderly monolingual Romanian-speaking couple, who had been billed nearly \$700.00 for calls which should have been approximately \$27.00. The CBO was able to track calls and identify that the consumers' long distance plan had been bypassed by the carrier's computer billing system.
- Working with a Spanish-speaking client to eliminate calls the carrier claimed were made from El Salvador. The CBO was able resolve the case by proving that the consumer was not in El Salvador at the time the calls were billed.
- Recovering more than \$1,500 for a Spanish-speaking consumer who received bills for a cell phone and calls made by someone who stole his identity. The CBO was able to show the phone company that the consumer was not the person who entered into the contract or made the calls. The CBO also connected the client to legal assistance to deal further with the identity theft issue.
- Assisting a Japanese-speaking client with reducing a bill on which she was charged \$18.00 for a 1-minute directory assistance call.

Complaints Resolved by City of Residence

Complaints Resolve	ed by City of
Residence	e
Alameda	4
Alhambra	5
Alta Loma	2
Anaheim	20
Arvin	1
Auburn	1
Bay Point	2
Belmont	8
Berkeley	1
Beverly Hills	2
Biola	1
Brea	1
Brentwood	1
Burbank	46
Burlingame	1
Calpella	4
Campbell	10
Canoga Park	7
Canyon Country	1
Carmichael	4
Carson	5
Caruthers	4
Castro Valley	1
Ceres	1
Cerritos	3
Chowchilla	2
Chula Vista	2
Claremont	1
Clarksburg	4
Cloverdale	2
Clovis	4
Colton	57
Costa Mesa	2
Cotati	1
Covelo	8
Cupertino	2
Cypress	1
Daly City	4
Davis	1
Del Rey	19

Delhi	1
Dinuba	1
Downey	4
E. Palo Alto	44
El Monte	9
El Sereno	2
Elk Creek	1
Elk Grove	1
Encino	
Escondido	5 2
Finley	2
Fontana	5
Fountain Valley	10
Fowler	
Freedom	3 2
Fremont	7
Fresno	221
Fullerton	2
Garden Grove	50
Gardena	2
Glendale	463
Grand Terrace	5
Gustine	4
Half Moon Bay	7
Hanford	4
Harbor City	1
Hawaiian Gardens	2
Hawthorne	3
Hayward	8
Healdsburg	4
Hickman	2
Highland	23
Hillmar	25
Huntington Beach	18
Huron	2
Inglewood	1
Irvine	2
Kelseyville	1
Kerman	4
La Crescenta	6
La Mirada	2
Lake Arrowhead	5
Lakeport	12
Lemon Grove	2 5 12 2
Lodi	2

Large Linds	4.5
Loma Linda	15
Lomita	1
Long Beach	9
Los Angeles	556
Los Gatos	2
Lynwood	2
Madera	88
Manchester	11
Manhattan Beach	5
Mendota	12
Menlo Park	5
Milbrae	1
Milpitas	8
Montclair	2
Monterey Park	5
Montrose	9
Moreno Valley	4
Mountain View	8
Napa	5
Newark	1
No. Highlands	1
North Hollywood	15
Norwalk	1
Oakland	35
Ontario	2
Orange	3
Orange Cove	
Pacifica	1
Palo Alto	1
Panorama City	4
Parlier	25
Pasadena	4
Pico Rivera	2
Piedmont	1
Pinole	2
Playa Vista	3
Point Arena	61
Pottery Valley	1
Rancho Cordova	3
Rancho Cucamonga	9
Redding	1
Redlands	12
Redondo Beach	2
Redwood City	27
Redwood Valley	15

Reedley	3
Reseda	11
Rialto	23
Riverside	12
Rosemead	6
Sacramento	106
San Jose	1
San Bernardino	165
San Bruno	1
San Carlos	1
San Diego	108
San Francisco	522
San Jose	184
San Leandro	14
San Lorenzo	4
San Mateo	53
San Rafael	1
San Ysidro	4
San Bernardino	3
Sanger	16
Santa Ana	35
Santa Clara	13
Santa Cruz	1
Santa Maria	1
Santa Monica	7
Santa Rosa	24
Saratoga	4
Seal Beach	2 2
Selma	2
Sherman Oaks	5
Slymar	1
South San Francisco	9
Stanton	2
Stewarts Point	40
Stockton	103
Studio City	3
Suisun	1
Sun Valley	1
Sunland	7
Sunnyvale	11
Sylmar	2
Tarzana	1
Temple City	1
Torrance	19
Tujunga	8

Tulare	1
Turlock	33
Tustin	3
Tustin Ranch	1
Ukiah	6
Union City	1
Upland	4
Upper Lake	2
Valley Village	2
Van Nuys	32
Watsonville	13
West Sacramento	2
Westminster	73
Whittier	7
Windsor	6
Winnetka	1
Yorba Linda	1
Yountville	1
TOTAL	3,939

TEAM CBOs inquire about LifeLine enrollment to determine whether assistance with applying for program participation may be needed:

Is the consumer currently enrolled in the California LifeLine Program?	
YES	2,331
NO	1,608
Not Indicated	0
Total	3,939

TEAM CBOs inquire about home ownership to determine whether the consumer is unnecessarily paying for WirePro protection that should be provided by the landlord:

Is the Consumer a Homeowner or Renter?	
Homeowner	984
Renter	2,955
Not Indicated	0
Total	3,939

The primary language of the consumer is tracked to help identify trends in marketing or service issues:

Complaints Resolved by La	nguage
Albanian	2
Arabic	4
Armenian	620
Bengala	2
Bosnian	4
Cambodian	63
Cantonese	441
Cebuano	7
Dari	6
English	475
Ghani	2
Hindi	4
Hmong	54
Ilokano	40
Indonesian	54
Japanese	108
Khmer	7
Korean	222
Lao	27
Mandarin	73
Pashto	4
Persian	32
Portuguese	84
Romanian	2
Russian	9
Spanish	772
Tagalog	135
Urdu	2
Vietnamese	684
TOTAL	3939

A consumer's language does not automatically identify ethnicity. For example, Armenians may speak Armenian, Farsi, Russian or Arabic; likewise, A Farsi speaker may be Iranian, Armenian or Afghan.

Complaints Resolved by Et	hnicity
Afghan	9
African-American	58
Armenian	632
Bangladeshi	2
Cambodian	71
Chinese	518
Eastern-European	25
European American	53
Filipino	195
Hmong	54
Indian	1
Indonesian	54
Japanese	128
Korean	224
Laotian	30
Latino	854
Middle-Eastern	34
Mien	1
Native American	208
Pakistani	2
Portuguese	88
Romanian	3
Russian	5
South Asian	4
Vietnamese	686
TOTAL	3,939

TEAM CBOs track the general age range of consumers to help identify areas in need of additional outreach and to provide additional demographics of the clients served.

Complaints Resolved by Age of Consumer	
Youth (under 21)	36
Adult (21 – 60)	2,360
Senior (60+)	1,543
TOTAL	3,939

Tracking household size helps to identify potential California LifeLine consumers, when paired with income levels.

Complaints Resolved by Household Size	
Number in Household	# Clients
1 – 2	2,054
3	787
4	603
5	264
6	131
7	58
8	26
10	12
11	2
12	2
TOTAL	3,939

To help evaluate how many low-income clients the CBOs help, income levels are tracked.

Complaints Resolved by Income Level	
Over \$ 25,000 annually	1,111
Under \$ 25,000 annually	2,828
TOTAL	3,939

Complaints are categorized into six (6) different service types.

Complaints Resolved by Service Type	
Residential	2,813
Wireless	774
Internet	273
Pre-paid Phone Card	15
Pay Phone	4
Business	54
Video	6
TOTAL	3,939

TEAM CBOs categorize complaints by Issue Type. Many bills have more than one issue.

Complaints by Issue Type	
3rd Party Billing	225
Automated Voice (IVR)	1
Cramming	965
Faulty Equipment	47
In-Language - Contract	102
In-Language - Customer Service	341
Lifeline	355
Maintenance Agreement	10
Misleading Ads	45
Misrepresentation	112
Over billing	1980
Pay Phones	3
Poor Coverage / Drop calls / No	55
Coverage	33
Pre-Paid Calling	10
Promotion/ Award Not Honored	259
Repairs/Installation	64
Rude Customer Service	68
Slamming	184
Termination Fee	56
Undisclosed Fee	167
WirePro	465
Wrong Rate	172
Wrongful Disconnection	42
TOTAL	5728

NOTE: Total number of issues may exceed the total number of complaints because some complaints involve more than one issue.